

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		34.	.6% of 22	,500 stor	es	25	.7% of 22	2,500 sto	res	34.2% of 19,500 stores				
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	50	1.50	2,120	1.08			450	1.00	250	2.24	460	1.36	
G	White 18 pack			240	1.97	10	1.79	500	1.99	10	1.79	530	1.69	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	200	1.47	2,990	1.01	120	1.13	1,660	1.15	60	1.04	1,470	1.10	
R	White 18 pack			620	1.84			1,170	1.96			730	1.64	
	Brown 12 pack			60	1.50							30	1.00	
	USDA ORGANIC													
s	White 12 pack									20	3.99			
P	Brown 12 pack	180	3.97	330	3.51	160	4.12	160	3.34	80	3.86	920	3.66	
E	OMEGA-3													
c	White 12 pack	120	2.20	1,360	2.38	90	2.13	2,590	2.41	290	2.69	2,030	2.28	
ī	Brown 12 pack			410	3.45			20	2.29			10	2.89	
A	CAGE-FREE													
L	White 12 pack			210	2.99			10	2.69			740	2.54	
T	Brown 12 pack	140	2.99	920	3.02			550	3.06			1,130	2.83	
Υ	VEGETARIAN FED													
	White 12 pack	30	2.99	340	1.95			30	2.49			260	2.50	
	Brown 12 pack	210	2.47	510	2.96	20	2.49	680	2.60	230	2.98	260	2.91	

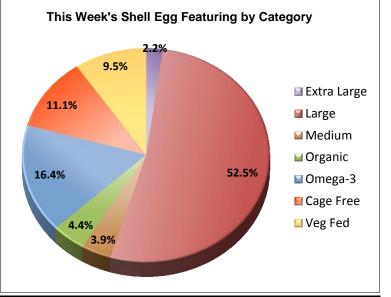
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.22												
1.19			1.18	1.20								
1.16		1.16	1.16									
1.13	1.13											
1.10												
1.07 May 04-10	May 11-17	May 18-24	May 25-31	Jun 01-07	Jun 08-14							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,280	3,910	3,540	Large Eggs on
Specialty	4,760	4,310	5,970	Jun-04-2012
Total (includes MD)	11,490	8,420	9,600	434.5
Special Rate 4/:	1.8%	2.5%	8.0%	up 6.5%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

The month of June is "Dairy Month" and promotional activity for regular shell eggs rises significantly from last week, led by a substantial increase in outlets featuring Large white eggs in dozen cartons. The weighted average price of Large white eggs, Grade A or better, to consumers is sharply lower, dropping to a price level not seen since November 2010. The occurrence of "no price" specials is lower as grocers seek to further stimulate buyer interest primarily through sale price rather than with incentives. Ads for Extra Large and Medium eggs are showing up more frequently in circulars. Promotional activity for specialty shell eggs increases slightly. Offerings of Omega-3 eggs are down in number but remain the most advertised type in this category. Other specialty types are more visible than a week ago but still limited. Feature activity for liquid egg product declines overall with most activity seen along the Eastern Seaboard.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		(CT			E AST U.S. NH,NJ,NY,PA,R	l,VT)			SOUTHE (AL,FL,GA,MS,N			/)			EST U.S. N,ND,NE,OH,SD.	,WI)		
	Feature Rate 17 Activity Index 47	,	28.1% of 4	400	sampled outlets 0 (includes Me	5			25.8% of 6,000 vity Index = 1,86	sampled	outlets	;	35.6% of 4,000 sampled outlets Activity Index = 1,930 (includes Med			S		
	CLASS		LARGE			RGE			LARGE		LAF	_				RGE		
	MII 11 40	Price Range	Stores Av	/g 3/	Price Range	Stores		Price Range	Stores Avg 3/	Price I	Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
US	DA White 12 pag				1.39	10	1.39											
GR.	White 18 page Brown 12 page																	
Α	A MEDIU		White 12 p	nack					White 12 pack					White 12 pack	1.20	20	1.20	
	White 12 pag			1.50	0.88 - 1.00	490	0.98		Write 12 pack	0.88 -	1.28	940 1.02	0.90 - 0.99	10 0.94	0.44 - 1.49	1,150	1.03	
us	DA White 18 pag		100		1.99	400				1.50 -		160 1.56	0.00	10 0.01	1.19 - 1.78	40	1.49	
	ADE Brown 12 pag				1.50	60				1.00	10	100 1.00			1.10 1.10	10	1.10	
	· ·		White 12 p	ack	0.89 - 1.00	140			White 12 pack	0.88 -	0.89	40 0.89		White 12 pack	0.97	90	0.97	
	MEDIU	M	White 30 p						White 30 pack					White 30 pack				
	USDA ORGANIC		<u>.</u>											·				
	White 12 pag	ck																
S	Brown 12 pag	ck 3.99 - 4.49	170	4.03	3.29 - 3.99	20	3.55				3.29	190 3.29	2.99	10 2.99	2.99 - 3.50	20	3.15	
E	OMEGA-3																	
c	White 12 pag		40	2.50	1.99 - 2.76	940		2.49	10 2.49						1.99 - 2.49	40	2.20	
ı.	Brown 12 pag	ck			2.99 - 3.49	190	3.45				1.99	40 1.99			3.79	180	3.79	
A	CAGE-FREE																	
L	White 12 pag				2.99	210												
T,	Brown 12 pag	ck 2.99	140	2.99	2.50 - 3.69	50	3.30				2.50	190 2.50			3.79	180	3.79	
Υ \	EGETARIAN FED		00	0.00	4.00	50	4.00			4.70	0.50	000 4.05			4.70	40	4.70	
	White 12 pag			2.99	1.99 - 2.00 1.50 - 2.69	320	1.99			1.79 -	2.50	280 1.95			1.79 3.79	10 180	1.79	
	Brown 12 pag	ck 1.50 - 2.50		2.47	NTRAL U.S	320	2.51		SOUTHV	VESTII	2.50	10 2.50		NORTH	WEST U.S.	180	3.79	
		(1)			,MO,NM,OK,TX,	LIT\				4L31 0. H, NV)	J .				OR,WA,WY)			
	Feature Rate 1/	(/-			sampled outlets				45.7% of 2,900		outloto			•	sampled outlet	•		
	Activity Index 2/	Activ			0 (includes Me				-	•			Δ.	-	•			
	White 12 nag		vity ilidex =	1,23	0.99 - 1.59		1.04	Activity Index = 1,540 (includes Medium) 1.49					Activity Index = 1,270 (includes Medium) 1.50 40 1.50 0.78 - 1.50 680					
	White 18 pag				1.49 - 2.00		1.62	1.10	10 1.10		3.50	60 2.75	1.00	10 1.00	1.49 - 1.99	120	0.95 1.75	
	Brown 12 nac				2.00	00				2.00	0.00	00 20				0	0	
Α	MEDIU		White 12 p	ack	0.80 - 1.20	40	1.09		White 12 pack	1.00 -	1.07	70 1.03		White 12 pack				
	White 12 pag	ck			0.99 - 1.39	160	1.02			0.88 -	1.00	230 0.96			1.48	20	1.48	
US	DA White 18 pag	ck			1.78	20	1.78											
GR.	ADE Brown 12 pag	ck																
4	MEDIU	М	White 12 p	ack	0.80	50	0.80		White 12 pack					White 12 pack				
		WI	White 30 p	ack					White 30 pack					White 30 pack				
	USDA ORGANIC									_					-	_	_	
s	White 12 pag																	
В	Brown 12 pag	ck			4.00	50	4.00				4.00	50 4.00						
E	OMEGA-3				4.00		0.55				0	40. 5.5						
С	White 12 pag		70	1.99	1.99 - 2.19	140	2.00			2.49 -	2.50	40 2.49			3.50	200	3.50	
1	Brown 12 pag	CK																
Α	CAGE-FREE White 12 pag	, k																
L	Brown 12 pag				1.99 - 3.50	240	2.52				2.50	50 2.50			2.49 - 3.50	210	3.47	
Ţ	/EGETARIAN FED				1.00 - 0.00	270	2.02				2.00	30 Z.30			2.70 - 0.00	210	5.77	
Y	White 12 pag	ck																
	Brown 12 pag																	
~	rce: USDA Agricult		O				. ,	200) 700 0044	1 '4 14			. , .					2 of 3	

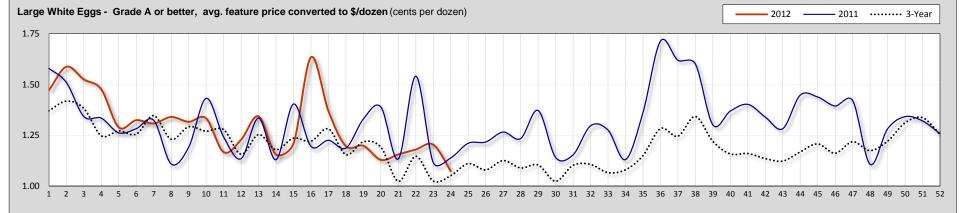
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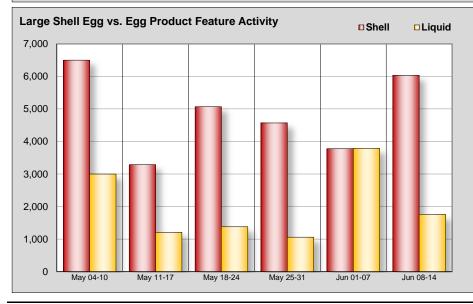
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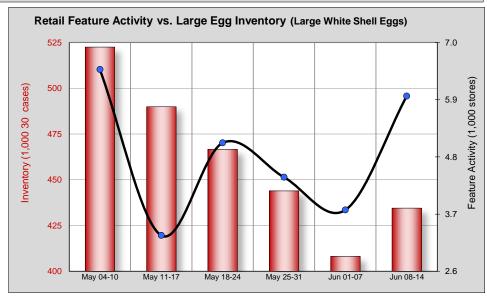
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

(prices	in	dollars	ner	carton)	١
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EGG PRODUCTS	THIS LAST LAST WEEK WEEK YEAR		_	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	6.1%	14.3%	9.9%	10.0% of 4,4	00 sampled	10.0% of 6,000 sampled		0.5% of 4,000 sampled		7.9% of 4,000 sampled		0.0% of 2,900 sampled		0.5% of 1,200 sampled	
2/ Activity Index	1,760	3,790	2,940	Activity Inc	dex = 1,060	Activity Index = 570		Activity Index = 10		Activity Index = 120		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	750 2.30	2,770 2.19	1,780 2.52	1.99 - 3.00	540 2.47	1.16 - 2.50	130 1.40	1.99 - 2.00	10 2.00	2.69	70 2.69				
32 oz. crtn	880 4.35	890 4.24	1,130 4.54	3.99 - 4.99	390 4.91	3.89 - 4.29	440 3.90			3.89	50 3.89				
3 - 4 oz. cup	130 3.00	130 3.00	30 2.99	3.00	130 3.00										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.